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February 22, 2010

TO: Each Health Deputy

FROM: Jonathan E. Fielding, M.D., M.P.H. *JE Fielding*
Director and Health Officer

SUBJECT: **RESULTS OF REQUEST FOR PROPOSALS FOR RENEWING
ENVIRONMENTS FOR NUTRITION, EXERCISE, AND WELLNESS IN LOS
ANGELES COUNTY**

This is to inform you of the Department of Public Health's (DPH) funding recommendations resulting from the recently completed *Renewing Environments for Nutrition, Exercise, and Wellness in Los Angeles County (RENEW-LAC)* Request for Proposals (RFP) process, which called for proposals to increase physical activity and improve nutrition through policy, systems, and environmental changes. Selection criteria for these recommendations included: quality of the written proposal; qualifications demonstrated during oral interviews with top-scoring applicants; and geographic distribution across the County. Funding recommendations include all Service Planning Areas (SPAs) except one; despite a major outreach effort on the part of DPH, no proposals were received from SPA 5.

DPH recommends that the following ten applicants receive funding (see Attachment A for additional information about the recommended applicants).

- City of Lancaster
- Pacoima Beautiful
- City of Azusa
- City of Baldwin Park
- Green LA Coalition
- Alliance for a Better Community
- Community Redevelopment Agency (CRA-LA)*
- Oldtimers Foundation
- Los Angeles County Bicycle Coalition
- Community Health Councils

* CRA-LA will direct the majority of the grant funds to two local community-based organizations (Healthy Eating Active Communities and Los Angeles Neighborhood Initiative) and will contribute a portion of its own funding to support the initiative.

Background

On February 8, 2010, the Centers for Disease Control and Prevention (CDC) notified DPH of an American Recovery and Reinvestment Act (ARRA) grant award in the amount of \$16 million. On February 19, 2010, DPH learned from the CDC that the official award date on February 26, 2010 had been postponed. A new date for the notice of award has not been established. The CDC noted that more news will follow in the upcoming days.

The goal of the ARRA grant is to reduce obesity in Los Angeles County by enacting policies, systems, and environmental changes that increase physical activity and improve nutrition. To expand the geographic reach of these funds, DPH issued an RFP to solicit proposals from cities and communities throughout Los Angeles County that are ready and willing to make such changes within their respective jurisdictions.

Applicants submitted proposals to be funded in one of the following two categories, with nine contractors funded under Category 1 and one contractor funded under Category 2:

Category 1: Contractor will develop a policy, system, or environmental change that will increase physical activity and improve nutrition within their respective jurisdiction.

Category 2: Contractor will work with the City of Los Angeles to conduct outreach, perform walk and bike audits, and gather community input to inform several Transit Oriented District (TOD) plans being developed in South and Southeast Los Angeles Community Plan Areas. *Note: Outside of this RFP process, but as part of the ARRA grant-funded RENEW-LAC project, DPH will fund the City of Los Angeles to design pedestrian and cyclist friendly TODs. Category 2 of the RFP is being used to identify a contractor to conduct outreach and collect community input into the TODs.*

Funding

The contracts will be funded entirely by the ARRA grant awarded to DPH. All contracts will be administered by the DPH Division of Chronic Disease and Injury Prevention.

The total net amount available for these grants is \$2,400,000 for the grant period of April 1, 2010 through February 28, 2012. The grant period is divided into two terms: the first term is eleven months (April 1, 2010 – February 28, 2011) and the second term is twelve months (March 1, 2011 - February 28, 2012). Each contractor will receive \$115,000 in Term 1 and \$125,000 in Term 2. The County's total maximum obligation for Term 1 is \$1,150,000 with provisions for a one-year renewal at a maximum obligation of \$1,250,000 for Term 2. The cost breakdown for both categories 1 and 2 is as follows:

Term	Time Period	Cost Per Contractor	Number of Contractors	Total Cost per Term
1	4/1/10 – 2/28/11	\$115,000	10	\$1,150,000
2	3/1/11 – 2/28/12	\$125,000	10	\$1,250,000
Total Net Cost				\$2,400,000

Advertising and Response to RFP

To solicit proposals, DPH advertised the RFP in multiple ways. Before the RFP was released, DPH advertised the RFP in twenty local newspapers throughout Los Angeles County. In addition, the RFP was advertised on ten email listservs and was posted on DPH's and the Division of Chronic Disease and Injury Prevention's websites. Further, an announcement regarding the RFP was emailed to over 1,200 individuals at cities, non-profit organizations, and schools within Los Angeles County. On October 20, 2009, the RFP was also announced at a key stakeholder meeting regarding the ARRA grant attended by approximately 125 people. Finally, the RFP was thoroughly discussed at a Bidders' Conference attended by approximately 100 people on November 23, 2009.

The RFP was released on November 19, 2009 and proposals were due December 21, 2009. A total of 31 proposals were received including 27 proposals for Category 1 and four proposals for Category 2. Proposals were received from all SPAs except from SPA 5. Although SPA 5 will not receive RENEW funds, the region will benefit from other ARRA funded policies, systems, and environmental changes that will increase opportunities for physical activity and improve access to healthy foods.

Review Process

DPH followed the evaluation process outlined in the RFP guidelines and developed a standardized scoring system consistent with the County's *Evaluation Methodology for Proposals* released in 2009.

Review panels were comprised of both DPH and non-DPH staff from multiple disciplines including nutritionists, urban planners, community advocates, academics, and foundations. Reviewers participated in a one-hour training that included an overview of the RFP, scoring tool instructions, and the opportunity to ask questions about the review process. Each reviewer signed a certification form confirming that they would maintain confidentiality of the process and that they had no conflict of interest with any of the applicants.

The review panel was conducted on January 12, 2010. Eight review panels consisting of approximately four reviewers per panel evaluated and ranked proposals. The average of all reviewers' scores resulted in the proposal's final review panel score. The highest scoring proposals advanced to an oral interview. Out of the total 31 applicants, 16 proposals in Category 1 and two proposals in Category 2 advanced to the oral interview.

Interviews were conducted from January 19 to February 2, 2010. During the interviews, applicants were required to give an overview of their proposal as well as answer any questions about the proposal. The interview panel consisted of approximately four DPH and non-DPH staff from a variety of disciplines. After the interview, the interviewers discussed the strengths and weaknesses of each applicant and individually scored the applicant using a standardized scoring tool. The average of all of the individual scores resulted in the proposal's final score. After taking geographic diversity into account, DPH recommended the top nine scoring applicants in Category 1 and the top scoring applicant in Category 2 for funding.

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Funding Notification

DPH intends to notify agencies regarding these funding recommendations at 8 a.m. on March 1, 2010 and promptly initiate contract negotiations to begin services on April 1, 2010. If you have any questions or need additional information, please contact Jean Armbruster at (213) 351-7313 by February 26, 2010.

JEF:ja

Attachment

c: Sheila Shima
Richard Mason
Jonathan E. Freedman
Paul Simon, M.D., M.P.H

**Attachment A
Applicants Recommended for Funding**

Applicant	SPA	Community	Description	Category
City of Lancaster	1	Lancaster	Develop a Master Plan for Trails for the City of Lancaster.	1
Pacoima Beautiful	2	Arleta-Pacoima Community Plan Area	Work with the City of Los Angeles on developing a Complete Streets policy for the Arleta-Pacoima Community Plan Area.	1
City of Azusa	3	Azusa	Plan and implement walking and biking improvements throughout the city (consider Complete Streets policy); Safe Routes to School Programming.	1
City of Baldwin Park	3	Baldwin Park	Develop Complete Streets policy; implement and promote healthy corner stores; implement afterschool physical activity program	1
Green LA Coalition	4	Boyle Heights	Create Complete Streets plans near Gold Line to be implemented by CRA.	1
Alliance for a Better Community	4	Pico Union and Boyle Heights	Streamline LAUSD joint use process so it is easier to understand and utilize.	1
Community Redevelopment Agency – Los Angeles	6	South LA	Convert several corner stores in South LA to offer healthy foods. Create corner-store conversion CRA “program” to make it easier to develop similar conversions in other CRA areas.	1
Oldtimers Foundation	7	Maywood, Bell Gardens	Proposed broad city-wide nutrition policies including city procurement policies and increasing farmers’ markets.	1
Los Angeles County Bicycle Coalition	8	South Bay Cities	Develop a regional Bike Master Plan for the following cities: El Segundo, Gardena, Hawthorne, Hermosa Beach, Lawndale, Manhattan Beach, Redondo Beach, and Torrance	1
Community Health Councils	6	South and Southeast Los Angeles	Conduct outreach, provide input, and support Transit Oriented Districts to be developed by the City of Los Angeles.	2

SPA: Service Planning Area

Note: DPH received no proposals from SPA 5.